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## Engaged Design Approach

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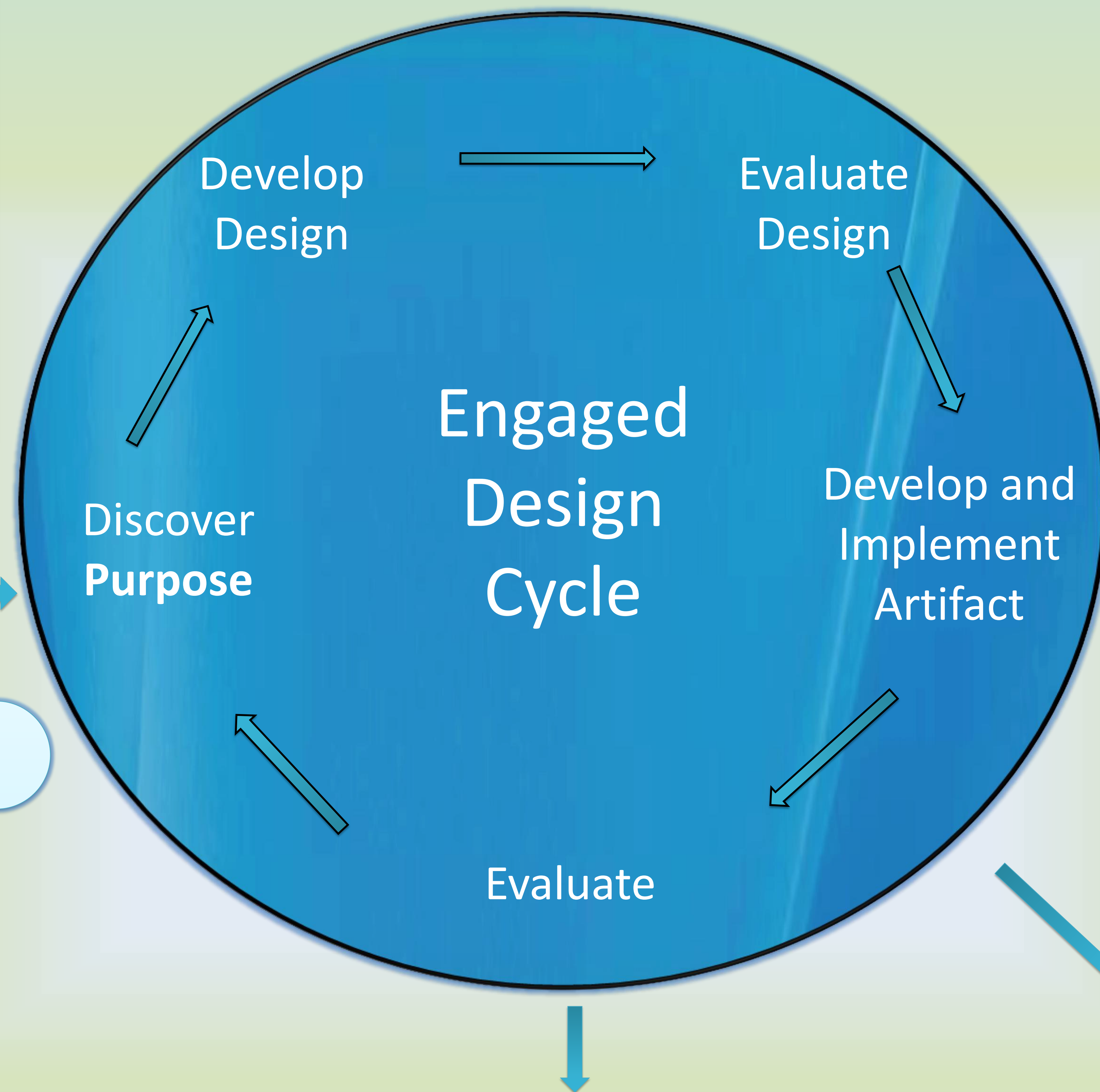
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# Engaged Design Approach



## 2 Problem focus is the problem

- In the existing paradigm of design science research the main focus is problem solving. Problems are by nature negative, thus the problem based approach is centered on the negative.
- By focusing on desired goals and the purpose of the design process, the solutions changes from a negative to a positive view.
- This leads to e.g.:
  - A different design solution matching future goals of the organization
  - More commitment from employees/users
  - Increases implementation success

Perceived Problems  
in organizations.

Need for  
designing  
solution

## 3 New Paradigm for Design Science Research

Design to:  
Solve Problems  
Reach Desired Goals

## 4 Engaged Design Leadership

- Leadership is essential to the outcome of any design process.
- The engaged design approach is inspired by the academic approach of Positive Organizational Scholarship (POS) :
  - A positive mindset focused on desired goals
  - Relating to employees and users through appreciative inquiry
  - Building trust and commitment
  - Synergy between logic and emotional intelligence
  - Solving problems by focusing on purpose and goal oriented solutions
  - Keeping focus on organizational goals

## 1 Engaged Design Approach

- Designing solutions is a collaboration between researchers and practitioners in a real organizational setting.
- The engaged design cycle is based on initial problems perceived by practitioners, which leads to a need for designing solutions to solve the problem.
- However the design cycle does NOT start with the perceived problem, but with discovering the purpose of the design solution which is more than just solving problems.
- The engaged design cycle resembles existing design science research methodologies, but calls for close collaboration between researchers and practitioners.
- The relevance for practitioners increases since the solutions are developed within the organization
- Researchers participate in fashion setting in the field.
- Through evaluating the design cycle, theory development is possible. Rigor is secured through ongoing support and reflection from the academic field during the design process.

## 6 Theory Development

- Academic research will be more relevant and adaptable for practitioners.
- Research will contribute to fashion setting within the field.
- Rigor is secured through ongoing relating research to existing theories and academic methodology.
- Like in action research, theory development is based on longitudinal studies including rich qualitative data.

## 5 Impact on Organizations

- The design solution is developed with support and guidance from academics leading to better solutions than without academic support.
- The solution will have a longer term affect on the organization being purpose based rather than solving superficial problems, which are likely symptoms of underlying organizational issues.
- Close collaboration with academics will increase learning in the organization as knowledge is shared across institutional boundaries.